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Coalition protests message of Miller's 'Biggest Party in History'

AUSTIN (AP) — A coalition of nearly two dozen groups said Thursday they want the Miller Brewing Co. to get back to the public with more details in its "Biggest Party in History" campaign, such as the high toll alcohol inflicts on young people.

"After this weekend we will be no longer known as the Lone Star State," Felicia Hawkins, a senior at Graham High School, said. "Instead, we will be known as the drunken state."

For 16 months, Miller has promoted a

party that company officials say will draw about 500,000 people in six Texas cities this Labor Day weekend. Actor Randy Quaid has been the featured spokesman of the campaign, signing off with "Get back to you soon with more details".

soon with more details." The coalition says Miller has spent \$18 million in the ad campaign that targets young people with the message that you can't party without drinking. The coalition includes state agencies, law enforcement officials, doctors, educators and youth groups. Miller officials denied the charge, saying

"After this weekend we will be no longer known as the Lone Star State. Instead, we will be known as the drunken state." — Felicia Hawkins, high school senior

they have taken extra precautions to ensure

no one underage at the parties drinks alcohol and no one legally of age to drink consumes too much.

Beverly Watts Davis, coordinator for Texans' War on Drugs, said the group has unsuccessfully tried to get Miller Lite to state in its advertisements that persons under 21-years-old will not be served alcoholic beverages.

"There has been no response from Miller Beer," she said, adding that Miller representatives did not show up at two meetings to discuss the proposal and did not return correspondence.

John Shafer of Milwaukee, Wis., a spokesman for Miller, said the company did not add information about the legal drinking age in its commercials because the law is uniform across the nation. "Everyone knows that," he said.

He said the company has put together a comprehensive security plan to prevent underage drinking and overconsumption.

